



Houston Is On A Roll Campaign

A campaign to help create a more bicycle-friendly community, The **Houston Is On A Roll Campaign** includes 13 new programs to support cyclists and increase bicycle safety awareness among motorists, pedestrians and cyclists. The new programs include:

1. Bike Smart Handbook

Over 300,000 Houstonians and three school districts received the Bike Smart handbook. The handbook was produced with federal and local funds. Through a partnership with the Houston Chronicle, the available funds were leveraged to produce an education campaign that tied in the concepts taught by the handbook in curriculum material for students in the Houston, Spring Branch and Alief Independent School Districts. Posters were produced to reinforce the Bike Smart tips and to prepare students for a year-end contest wrapping up the 2004-2005 scholastic school year. Two winners will receive a bicycle and helmet.

2. Houston Bikeway Network Map

The new map includes over 290 miles of the most current on-street and off-street facilities as well as trails proposed for construction in 2005 and 2006. The new map also includes bike rack locations, schools, libraries, museums and other points of interest across the city to ease trip planning and get you where you want to go.

3. Bike Racks

Under the Bike Parking Program, the City of Houston will add 150 new bike racks across the city. These bike racks are available for public use. They were acquired with federal and local funds. Through the efforts of many partners, the bike racks were picked up and installed for use by their employees and the public.

4. Bike Lids

Also under the Bike Parking Program, the City of Houston has partnered with Starlite Media. With a donation of 40 bike lids that provide covered parking for bicycles, Houston will offer central covered parking for public use. Bike lids provide an ideal covered parking for long-term use such as a work day or long shopping spree.

5. Public Service Announcements

A series of 30 second spots promote cycling featuring a VIP spokesperson. The PSA's will be broadcast on the Municipal Channel and local television stations. The message will also be available for radio stations.

6. Edu-Modules

A series of 3-5 minute education modules will be available on-line. Each module will provide a safety message to teach cycling tips from the ease of your desktop during a lunch break or can be downloaded for later use.

7. Bike Tour Videos

A series of bike tour videos feature a local VIP and their favorite bike trek in Houston. The videos provide travel, technical and safety tips, they identify points of interest and invite you to try a new bike route to have fun.

8. Employee Training Course

A bicycle safety course will offer City of Houston employees safety tips, rules of the road, introduce the bikeway network and provide hands-on bike repair tips. This course will be available to other employers as a train the trainer course.

9. White Bike Fleet

In partnership with local bike shops, City of Houston bicycles for surplus will be refurbished and used to create an employee bicycle fleet. Employees will be able to check out a bicycle much like a pool vehicle to avoid a trip by car. This fleet will also help employees stay in shape.

10. “Watch For Cyclists” Decals

This program consists of side mirror decals to remind motorists to watch out for cyclist when traveling on the road. This share the road program will become possible thanks to the generous contribution of local sponsors.

11. Adopt-A-Trail Program

This project will help identify community groups, volunteers and sponsors who want to adopt a trail and conduct activities such as cleanups, tree plantings or assist with trail enhancements.

12. Neighborhood Bike Ride

A city-wide bike ride to promote sportsmanship, camaraderie and fun cycling in Houston.

13. Mile Markers

Mile markers will add a point of reference to the trails. Mile markers will be available for sponsorship through the Adopt-A-Trail Program.

A web link at www.houstonbikeways.org will provide program updates on the development of these activities, partnerships and sponsorships.

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